RAJAR CROSSTAB

User Manual

2012

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INTRODUCTION

TNT Rajar Crosstab Manual is an easy to use set of examples, allowing the user to update their basic coding knowledge, using the Rajar Wave data. The following examples are constructed from Rajar Wave 2 2003 survey.

Using the Manual

We have attempted to make this manual as user friendly as possible by using examples of frequently asked coding questions. This manual describes each coding example in detail leading you through it step by step.

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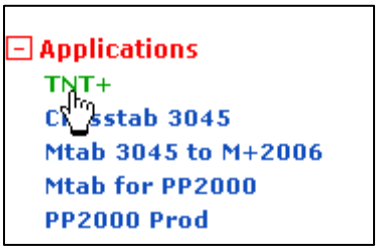
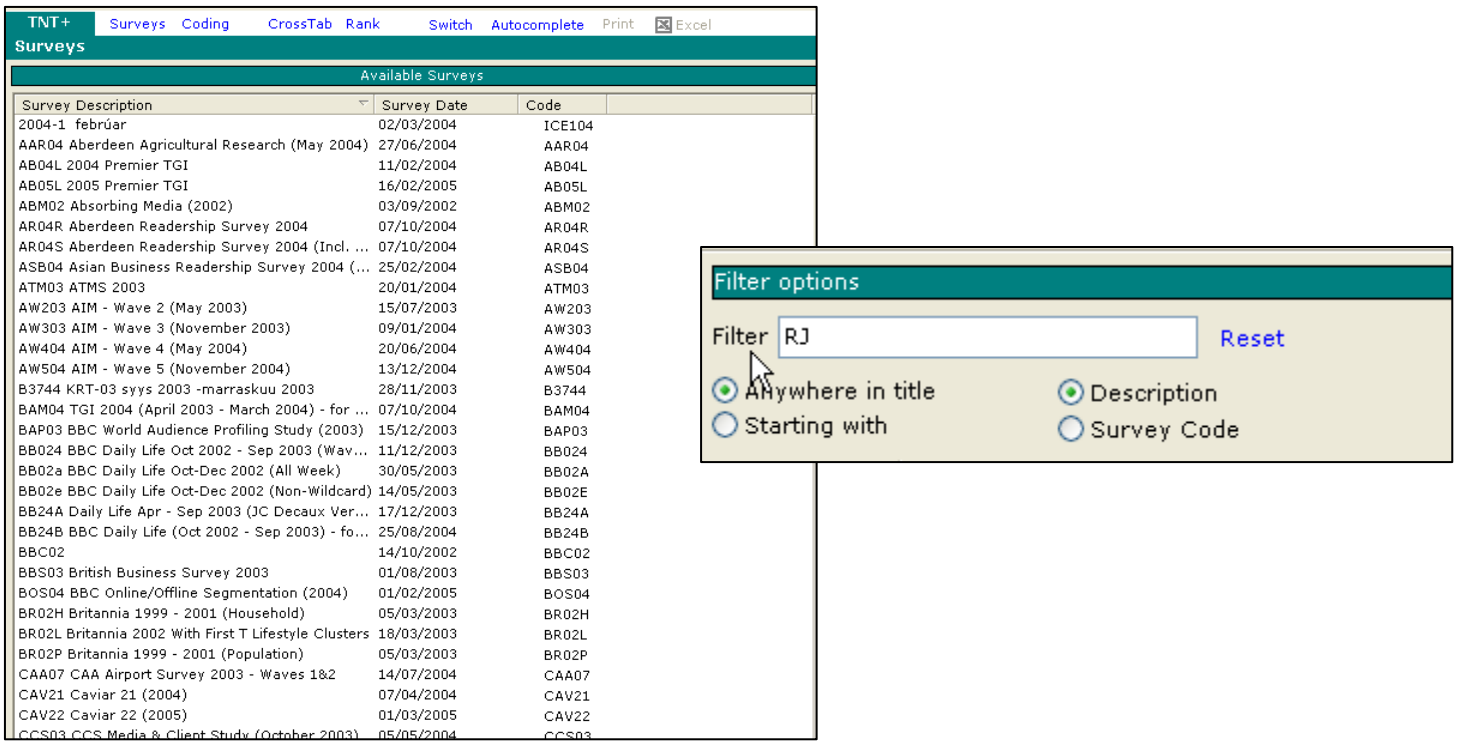
RUNNING TNT+ RAJAR CROSSTAB

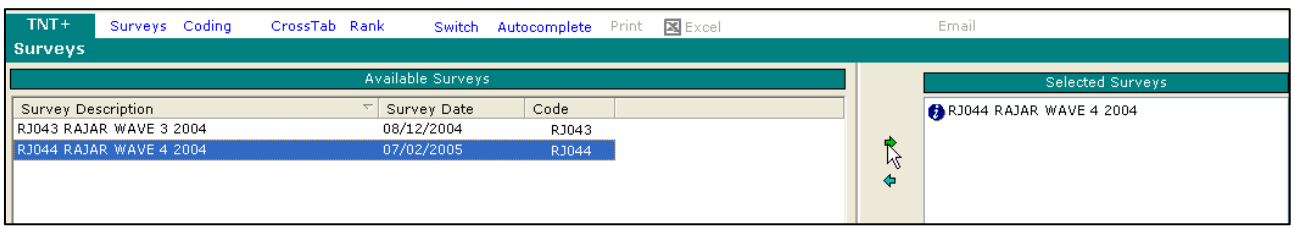
Select '**TNT+**' from the Telmar Integrator:



There will be a list of surveys to choose from. Type in '**RJ**' in the '**Filter**' box to search for the Rajar Surveys.


TNT+ Surveys Coding CrossTab Rank Switch Autocomplete Print Excel
Surveys
Available Surveys
Survey Description | Survey Date | Code
2004-1 február | 02/03/2004 | ICE104
AAR04 Aberdeen Agricultural Research (May 2004) | 27/06/2004 | AAR04
AB04L 2004 Premier TGI | 11/02/2004 | AB04L
AB05L 2005 Premier TGI | 16/02/2005 | AB05L
ABM02 Absorbing Media (2002) | 03/09/2002 | ABM02
AR04R Aberdeen Readership Survey 2004 | 07/10/2004 | AR04R
AR04S Aberdeen Readership Survey 2004 (Incl. ... | 07/10/2004 | AR04S
ASB04 Asian Business Readership Survey 2004 (... | 25/02/2004 | ASB04
ATM03 ATMS 2003 | 20/01/2004 | ATM03
AW203 AIM - Wave 2 (May 2003) | 15/07/2003 | AW203
AW303 AIM - Wave 3 (November 2003) | 09/01/2004 | AW303
AW404 AIM - Wave 4 (May 2004) | 20/06/2004 | AW404
AW504 AIM - Wave 5 (November 2004) | 13/12/2004 | AW504
B3744 KRT-03 syys 2003 -marraskuu 2003 | 28/11/2003 | B3744
BAM04 TGI 2004 (April 2003 - March 2004) - for ... | 07/10/2004 | BAM04
BAP03 BBC World Audience Profiling Study (2003) | 15/12/2003 | BAP03
BB024 BBC Daily Life Oct 2002 - Sep 2003 (Wav... | 11/12/2003 | BB024
BB02a BBC Daily Life Oct-Dec 2002 (All Week) | 30/05/2003 | BB02A
BB02e BBC Daily Life Oct-Dec 2002 (Non-Wildcard) | 14/05/2003 | BB02E
BB24A Daily Life Apr - Sep 2003 (JC Decaux Ver... | 17/12/2003 | BB24A
BB24B BBC Daily Life (Oct 2002 - Sep 2003) - fo... | 25/08/2004 | BB24B
BBC02 | 14/10/2002 | BBC02
BBS03 British Business Survey 2003 | 01/08/2003 | BBS03
BOS04 BBC Online/Offline Segmentation (2004) | 01/02/2005 | BOS04
BR02H Britannia 1999 - 2001 (Household) | 05/03/2003 | BR02H
BR02L Britannia 2002 With First T Lifestyle Clusters | 18/03/2003 | BR02L
BR02P Britannia 1999 - 2001 (Population) | 05/03/2003 | BR02P
CAA07 CAA Airport Survey 2003 - Waves 1&2 | 14/07/2004 | CAA07
CAV21 Caviar 21 (2004) | 07/04/2004 | CAV21
CAV22 Caviar 22 (2005) | 01/03/2005 | CAV22
Filter options
Filter RJ
Reset
Anywhere in title
Starting with
Description
Survey Code

Highlight the Rajar Survey you wish to use (e.g Rajar Wave 4 2004). Click on the arrow pointing towards Selected Surveys and the survey will be shown underneath Selected Surveys.


TNT+ Surveys Coding CrossTab Rank Switch Autocomplete Print Excel Email
Surveys
Available Surveys
Survey Description | Survey Date | Code
RJ043 RAJAR WAVE 3 2004 | 08/12/2004 | RJ043
RJ044 RAJAR WAVE 4 2004 | 07/02/2005 | RJ044
Selected Surveys
RJ044 RAJAR WAVE 4 2004

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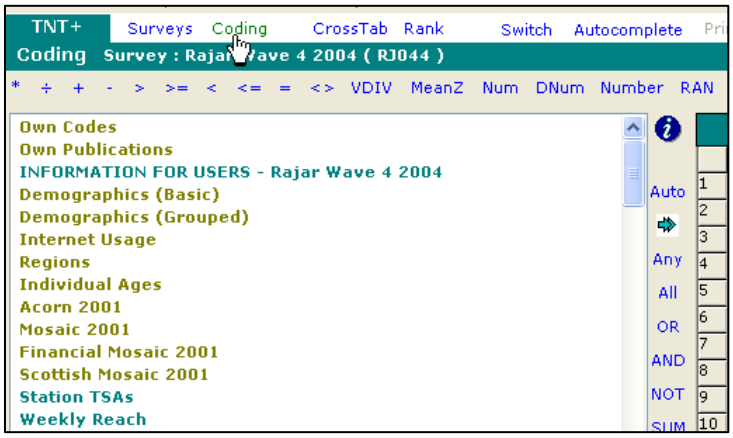
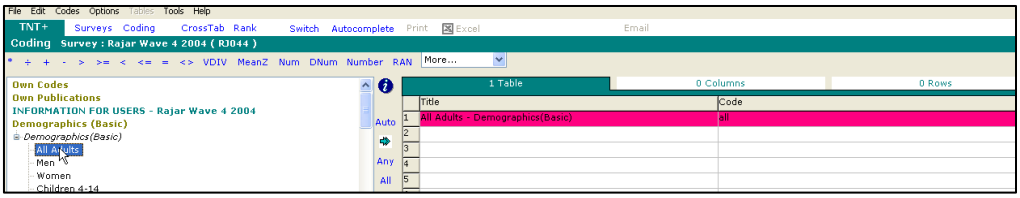
Coding Screen

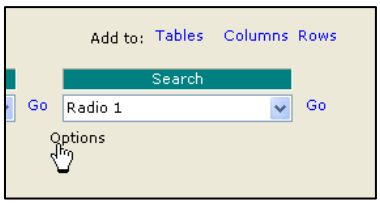
Click on the '**Coding' menu. This will show the coding screen.**

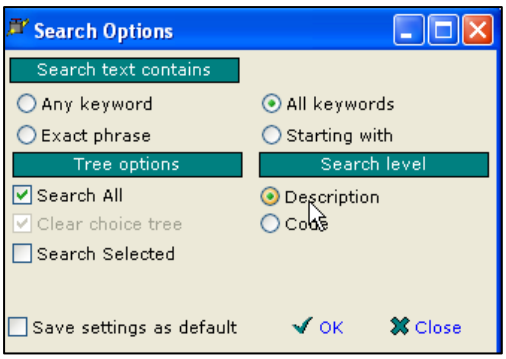


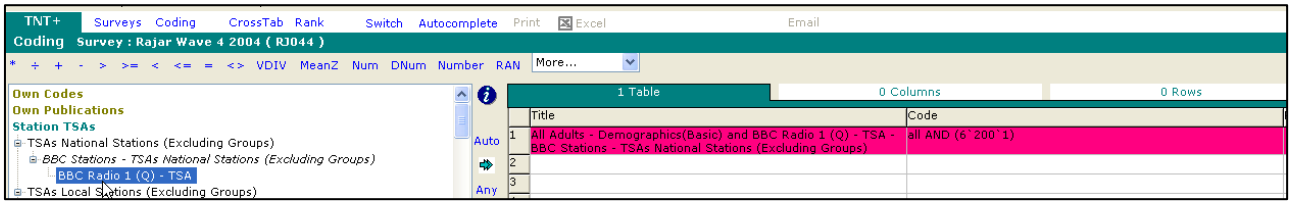
Double click on '**Demographics (Basic)**' to open up the category. Double click on 'Demographics (Basic)' to open up the list. Highlight '**All Adults' and use the arrow** to take the coding accoss to **the** Tables. Then click on the '**AND**', double click on '**Station TSAs**'.



Click on the '**Options**' facility. This will allow you to search by Description. Select '**Description**'. Click on '**OK**'. Type the station you require in the '**Search**' box; in this example we have used Radio 1. Click on '**Go**'. Double click on '**BBC Radio 1 – TSA**'






Coding Survey : Rajar Wave 4 2004 (RJ044)
Own Codes
Own Publications
Station TSAs
TSAs National Stations (Excluding Groups)
BBC Stations - TSAs National Stations (Excluding Groups)
BBC Radio 1 (Q) - TSA
TSAs Local Stations (Excluding Groups)
1 Table
0 Columns
0 Rows
Title
Code
All Adults - Demographics(Basic) and BBC Radio 1 (Q) - TSA - BBC Stations - TSAs National Stations (Excluding Groups)
all AND (6`200`1)

Click on '**Columns**' to begin to define your columns. In the coding screen, click on '**Reset**' to get back to the original screen.

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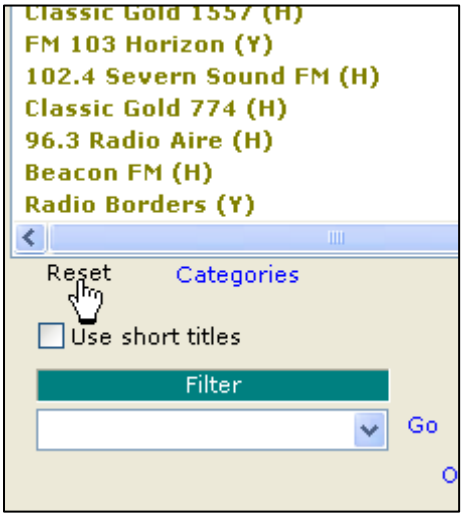
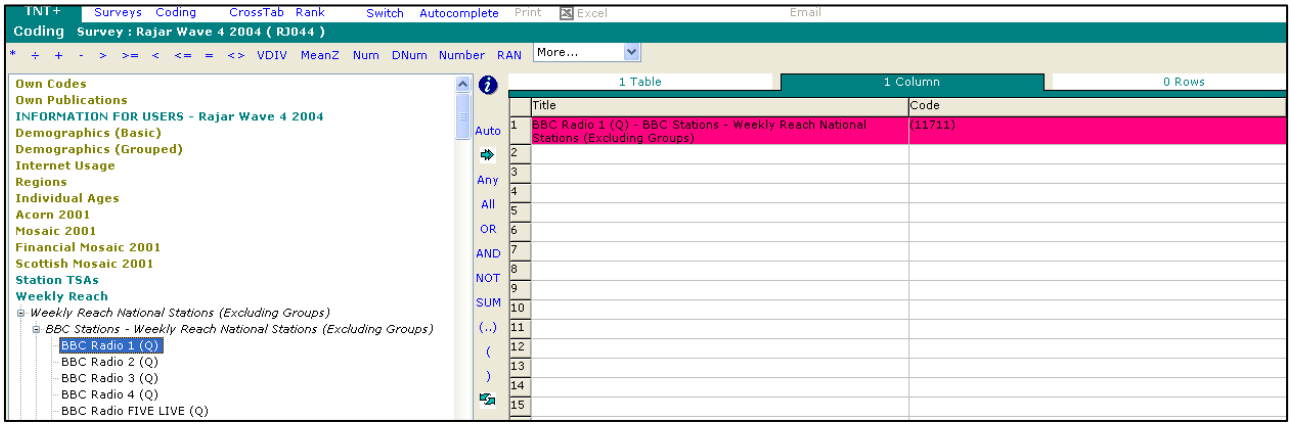


Double click on '**Weekly Reach**' to open the category. Double click on '**Weekly Reach National Stations (Excluding Groups)**. Double click on '**BBC Stations**'. Highlight '**BBC Radio 1**' and use the to take the coding across to the Columns.



Click on the '**Rows**' to begin defining your rows e.g. '**Demographics**'.

In the coding screen , click on the '**Reset**' option to get back to the original screen.

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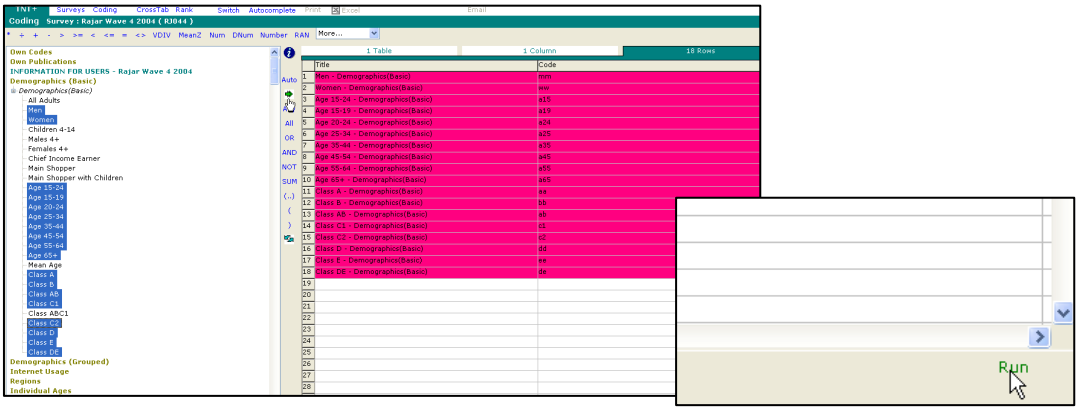
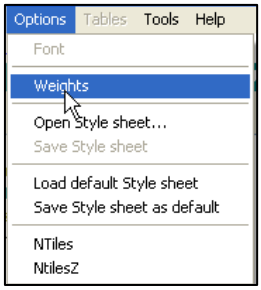
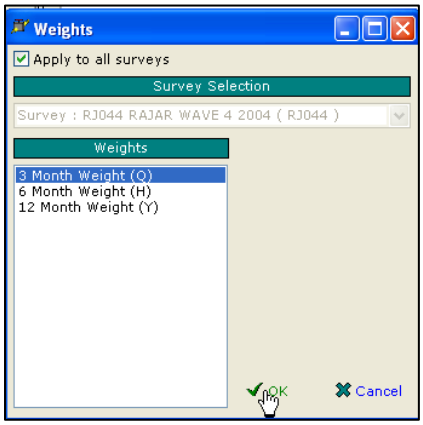
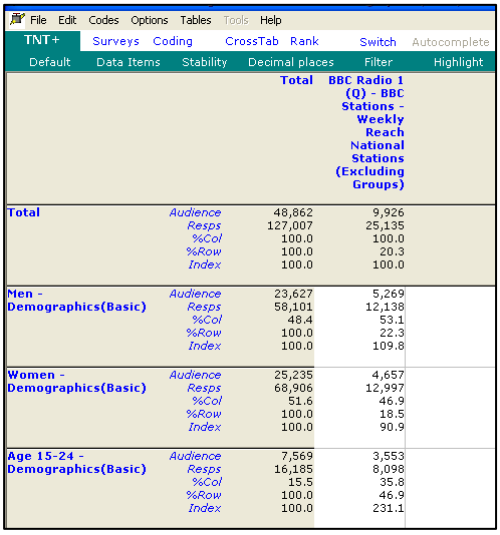
Go back and open up the '**+ Demographics**' category and highlight your chosen demographics (e.g. men, women, age, class etc.) then click on the to take the demographics over to the rows separately.



From the coding screen click on the '**Options**' menu, then '**Weight**', choose 'Latest 3 Months Weight', click on 'OK' when finished.






File Edit Codes Options Tables Tools Help
TNT+ Surveys Coding CrossTab Rank Switch Autocomplete
Default Data Items Stability Decimal places Filter Highlight

		Total	BBC Radio 1 (Q) - BBC Stations - Weekly Reach National Stations (Excluding Groups)
Total	Audience	48,862	9,926
	Resps	127,007	25,135
	%Col	100.0	100.0
	%Row	100.0	20.3
	Index	100.0	100.0
Men - Demographics(Basic)	Audience	23,627	5,269
	Resps	58,101	12,138
	%Col	48.4	53.1
	%Row	100.0	22.3
	Index	100.0	109.8
Women - Demographics(Basic)	Audience	25,235	4,657
	Resps	68,906	12,997
	%Col	51.6	46.9
	%Row	100.0	18.5
	Index	100.0	90.9
Age 15-24 - Demographics(Basic)	Audience	7,569	3,553
	Resps	16,185	8,098
	%Col	15.5	35.8
	%Row	100.0	46.9
	Index	100.0	231.1

Now you have finished coding, click on '**Run**' or '**Crosstab**' or '**Rank**' this will process your results and then present them as either a 'Tabular' or 'Rank' format. The results will show a demographic profile of Radio 1 listeners

To save your file, select '**File**' and click on '**Save**'. Enter a short filename e.g. Test, then click on '**OK**'. This is saved as a TN2 file

To print your file, select '**File**' click on '**Print**' then press '**OK**'

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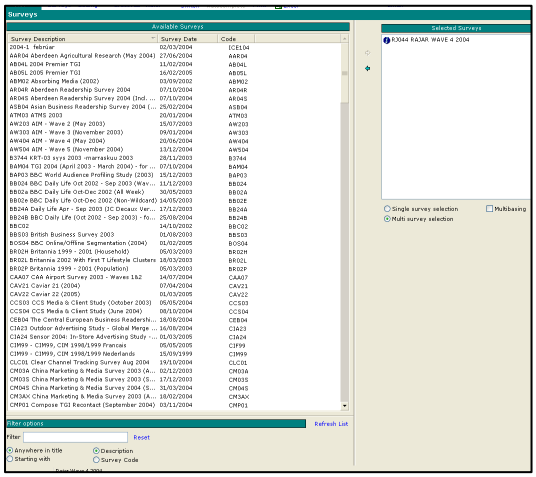
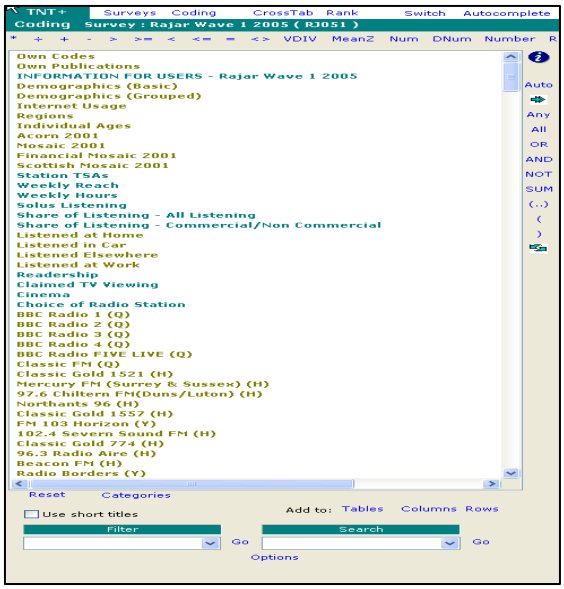
This is all you need to learn

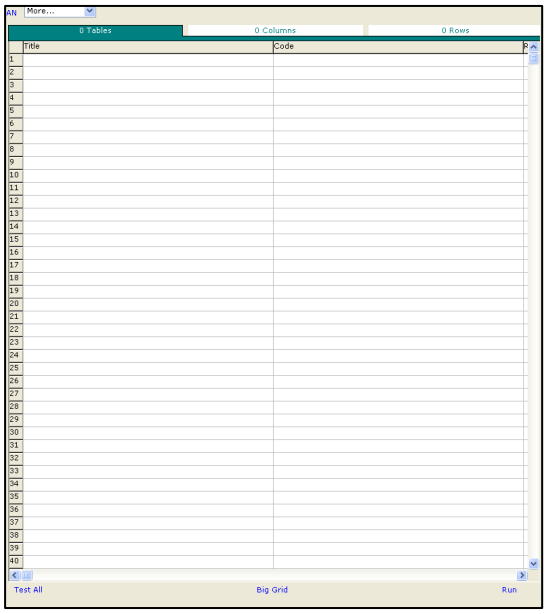
The Survey Selection Screen



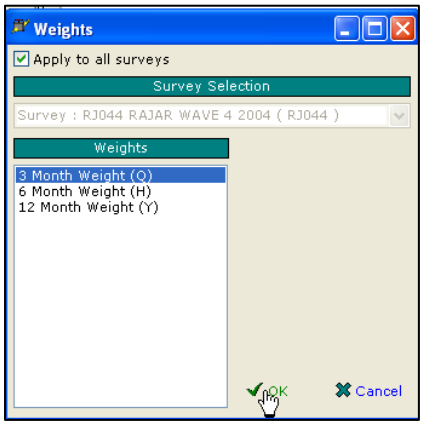
The Coding Screen



The Editor Grid



Survey Weights



The Output Screen – 'Tabular' report

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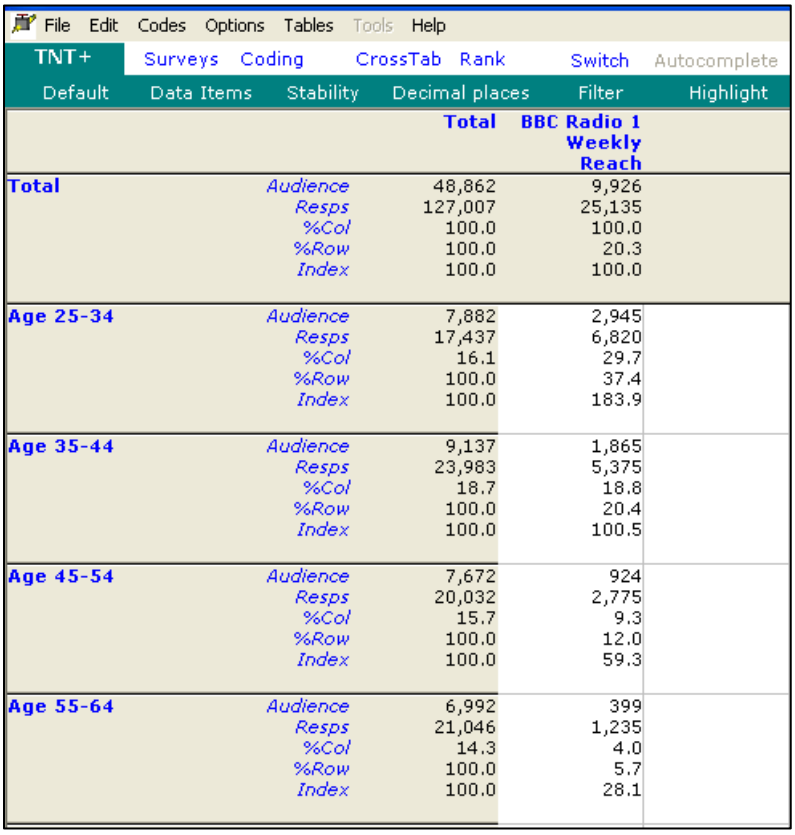


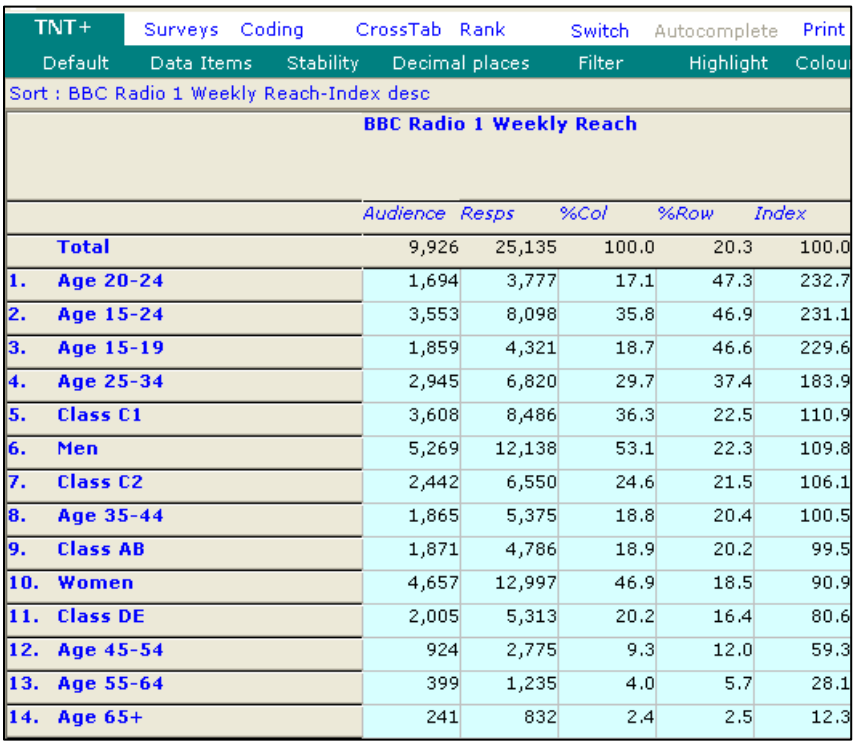
File Edit Codes Options Tables Tools Help

TNT+ Surveys Coding CrossTab Rank Switch Autocomplete

Default Data Items Stability Decimal places Filter Highlight

		Total	BBC Radio 1 Weekly Reach
Total	*Audience*	48,862	9,926
	Resps	127,007	25,135
	%Col	100.0	100.0
	%Row	100.0	20.3
	Index	100.0	100.0
Age 25-34	*Audience*	7,882	2,945
	Resps	17,437	6,820
	%Col	16.1	29.7
	%Row	100.0	37.4
	Index	100.0	183.9
Age 35-44	*Audience*	9,137	1,865
	Resps	23,983	5,375
	%Col	18.7	18.8
	%Row	100.0	20.4
	Index	100.0	100.5
Age 45-54	*Audience*	7,672	924
	Resps	20,032	2,775
	%Col	15.7	9.3
	%Row	100.0	12.0
	Index	100.0	59.3
Age 55-64	*Audience*	6,992	399
	Resps	21,046	1,235
	%Col	14.3	4.0
	%Row	100.0	5.7
	Index	100.0	28.1

The Output Screen – 'Rank' report



TNT+ Surveys Coding CrossTab Rank Switch Autocomplete Print

Default Data Items Stability Decimal places Filter Highlight Colou

Sort : BBC Radio 1 Weekly Reach-Index desc

	BBC Radio 1 Weekly Reach				
	Audience	*Resps*	*%Col*	*%Row*	*Index*
Total	9,926	25,135	100.0	20.3	100.0
1. Age 20-24	1,694	3,777	17.1	47.3	232.7
2. Age 15-24	3,553	8,098	35.8	46.9	231.1
3. Age 15-19	1,859	4,321	18.7	46.6	229.6
4. Age 25-34	2,945	6,820	29.7	37.4	183.9
5. Class C1	3,608	8,486	36.3	22.5	110.9
6. Men	5,269	12,138	53.1	22.3	109.8
7. Class C2	2,442	6,550	24.6	21.5	106.1
8. Age 35-44	1,865	5,375	18.8	20.4	100.5
9. Class AB	1,871	4,786	18.9	20.2	99.5
10. Women	4,657	12,997	46.9	18.5	90.9
11. Class DE	2,005	5,313	20.2	16.4	80.6
12. Age 45-54	924	2,775	9.3	12.0	59.3
13. Age 55-64	399	1,235	4.0	5.7	28.1
14. Age 65+	241	832	2.4	2.5	12.3

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Explanation of Telmar's Electronic Code Book

+	Sums figures for selected codes together
*	Multiplication symbol
>	Greater than
>=	Greater than or equal to
<	Less Than
<=	Smaller than or equal to
=	Equal To
MeanZ	Establish the average of coding
Number	Used in conjunction with >= etc
RAN	Defines a range
(..)	Puts brackets around the selected coding
SOLUS	Establish the solus users of a brand or group of publications/stations
VIND	Returns the Index of the 2 weighted vectors taking into account their totals (Variable 1 % col / Variable 2 % Col *100)
VAUD	Compares two audiences (Audience 1 / Audience 2) * 100)

	View Survey Information
	Places the selected items in separate rows, columns or tables
Any	Combines selected codes with an **OR** Between them and brackets
All	Combines selected codes with an **And** between them and brackets
OR	Joins selected codes together to form a larger target group
AND	Joins selected codes to form a more detailed description of a target group.
NOT	Excludes the given code
SUM	Adds items together for a result – combines selected codes with a plus sign
	Replaces highlighted codes from the electronic code book in the editor grid

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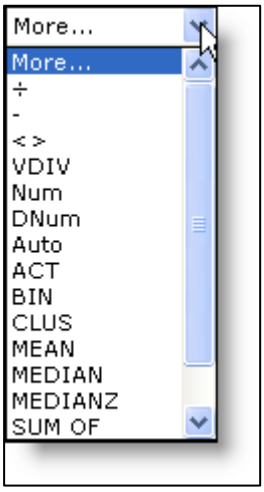
Extra Facilities on the coding screen



÷ Divide by symbol

\- Subtracts figures for selected codes together

< > Not Equal

VDIV Divides Codes

Num Extracts Numeric vector from CCP (Column Card Punch) files

DNum Extracts floating point vector from CCP files

Auto Selects codes when they are highlighted

ACT Assigns values 1-9 for punches 1-9 in a column

BIN Assigns values to punches in as if they were binary number

CLUS Similar to Num statement but extracts columns differently

MEAN Mean of any numeric vector, can be filtered by a prefix within brackets

MEDIAN Mid value in a numeric vector

SUM OF Sums a range of punches

VAL Assigns given values to diff punches in a column

VMUL Multiplies tabbed results for two codes

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GETTING STARTED WITH CODING

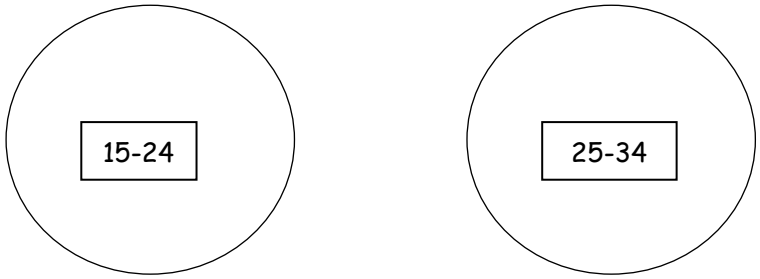
1. In order to code people who are aged between 15 and 34 years

- Double click on '**Demographics (basic)**' then on '**+Demographics**'

- Highlight the '**15-24**' and '**25-34**' age categories, and then click on the '**Any' option**

NOTE: The coding appears in the editor grid at the right hand of the screen

E.g. 'Any '



These ages are mutually exclusive

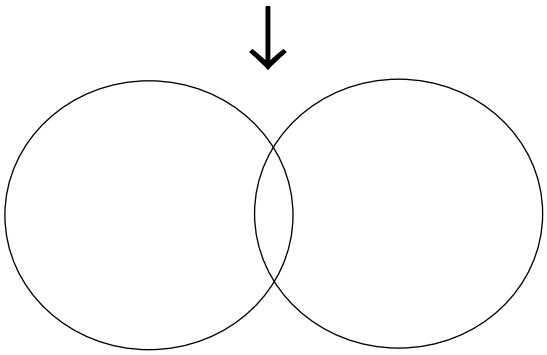
The coding appears as: **(A15 or A25)**

2. To code people who are in Social Class AB and aged 15 to 34

- Highlight the '**15-24**' and '**25-34**' age categories, and then click on the '**Any' option**

- Click on '**And**' then double click on the required class ('**AB**')

E.g. AGE 15-34 **And** CLASS AB



The coding appears as: **(A15 or A25) and AB**

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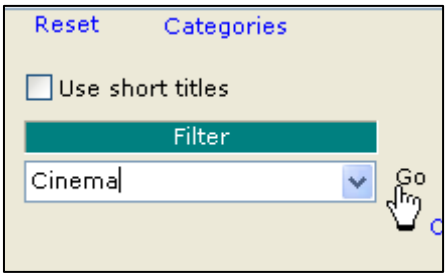
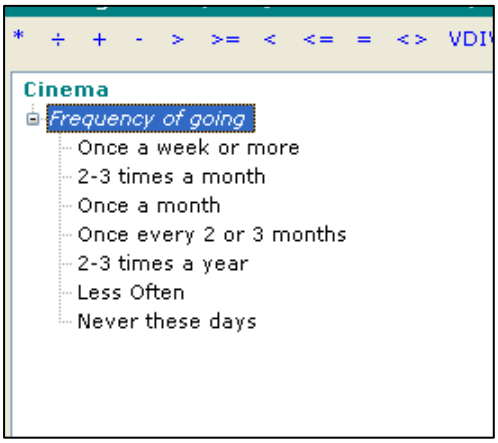
SEARCHING FOR CODING

To Search for a section of coding

Simply type the required word(s) in the **'Filter'** box, and then click on **'Go'**.

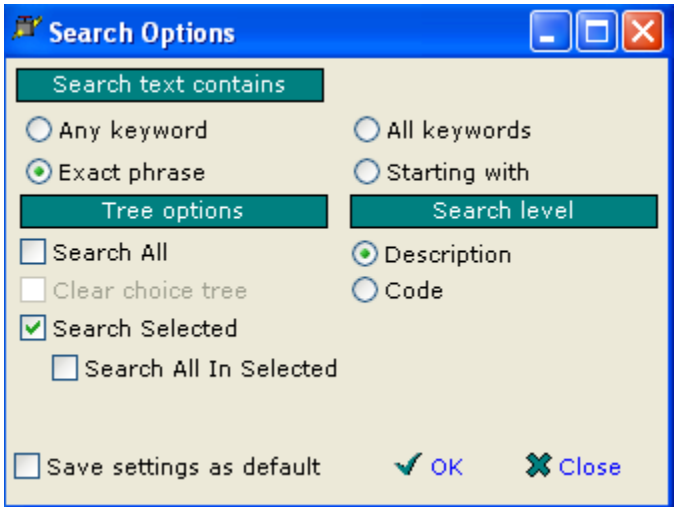
Example- enter **'Cinema'** in the **'Filter'** box, then click on **'Go'** – the **'Cinema'** section will be found – you can now double click to open the section to show the Cinema section.




* ÷ + - > >= < <= = <> VDI
Cinema
Frequency of going
Once a week or more
2-3 times a month
Once a month
Once every 2 or 3 months
2-3 times a year
Less Often
Never these days

To Search for coding within the whole database

To search by **'Exact Phrase'**, select the **'Options'** function. Click on **'OK'**.



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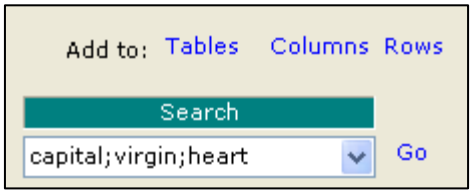
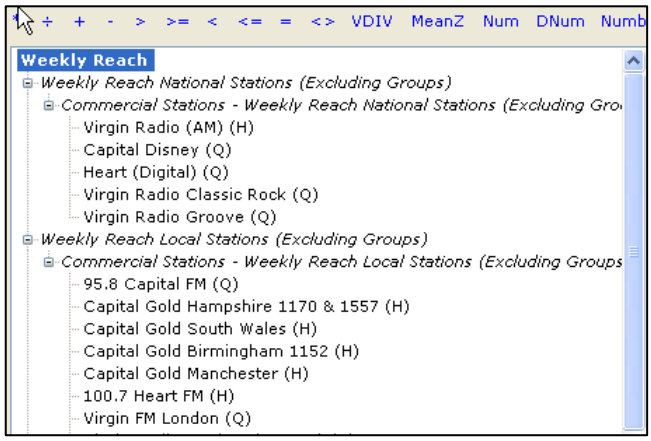
To speed up your search you can use the **'Filter'** box. In this example we have used **'Weekly Reach'**.

'Search' – searches for the keyword(s) within the whole database

If you want to type more than one word to search for, the words must be separated by a semi-colon (i.e. capital;virgin;radio).

Type your Keywords in the **'Search'** box. In this example we have used capital;virgin;heart. Click on **'Go'**.




÷ + - > >= < <= = <> VDIV MeanZ Num DNum Numb
Weekly Reach
Weekly Reach National Stations (Excluding Groups)
Commercial Stations - Weekly Reach National Stations (Excluding Gro
Virgin Radio (AM) (H)
Capital Disney (Q)
Heart (Digital) (Q)
Virgin Radio Classic Rock (Q)
Virgin Radio Groove (Q)
Weekly Reach Local Stations (Excluding Groups)
Commercial Stations - Weekly Reach Local Stations (Excluding Groups
95.8 Capital FM (Q)
Capital Gold Hampshire 1170 & 1557 (H)
Capital Gold South Wales (H)
Capital Gold Birmingham 1152 (H)
Capital Gold Manchester (H)
100.7 Heart FM (H)
Virgin FM London (Q)

If nothing was found after using '**Search**', click on '**Reset**' to reset the categories and then type alternative word(s) in the '**Search**' box and try again.

E.g. To do a search for Breakfast Show Daypart for BBC Radio 1;

Type in 'BBC' in the 'search for;' box then click on 'search' – only stations with the word 'BBC' in will appear.

Type '07;08' in the 'search;' box and click on 'Go'.

Highlight '07:00-09:00' codes and click on 'any'

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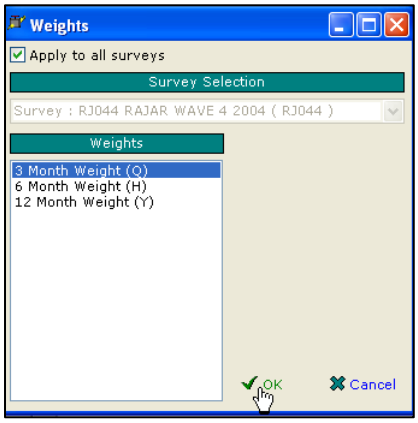
CHOOSING YOUR WEIGHT

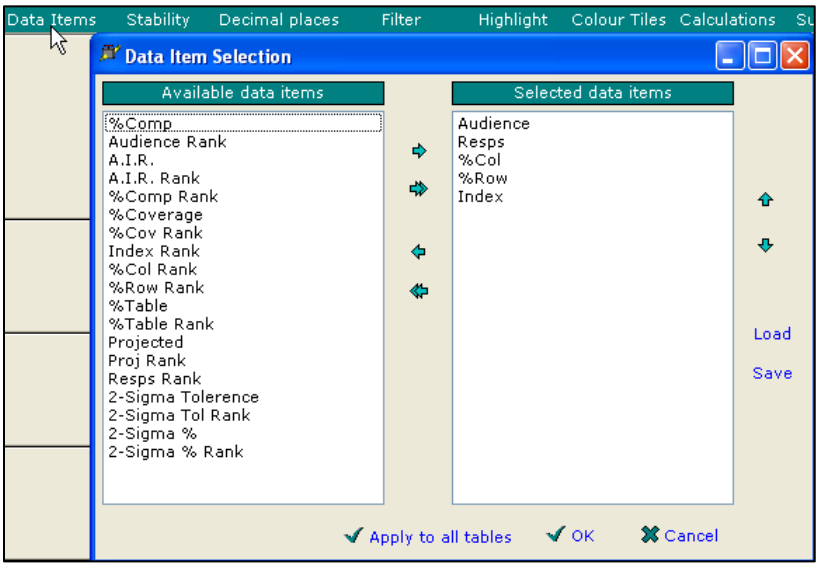
Before choosing the data items to be displayed, choose '**Options**', then '**Weight**' for choosing your weight. You will be shown a '**Choose Weight**' box.



The list box displays three options to choose from for your weight. Choose your weight and then click '**OK**'. You can now choose the items to be displayed.

CHOOSING THE DATA ITEMS DISPLAYED

You have a wide choice of data items that can be displayed in your report, crosstab the report. To select the required items, choose '**Data Items**' from the menu. You will be shown a '**Choose Data Items**' box. The list box on the right displays the data items you have chosen in the order in which they will appear on the reports. Select '**Apply to all tables**' if you want to the data items to show on the whole crosstab run.



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To add to the list, double click on a data item on the list box on the left, or select a data item and click on the right arrow (>>) button. The data item will move across from the left list to the right list. Similarly you can remove a data item by selecting it on the right list and clicking on the left arrow (<<) button, or by double clicking the data item.

The second arrow (>>) button will take the whole list across to the right list.

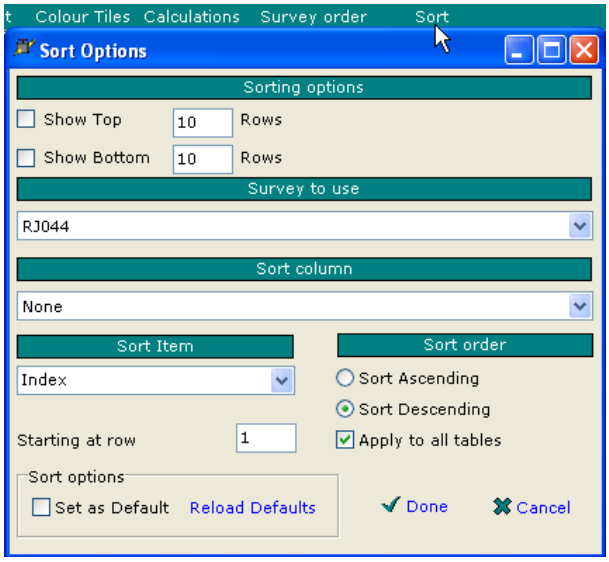
The forth arrow (<<) button will take the whole list across to the left list.

Once you have chosen the data items you want, they may not necessarily be in the desired order. You can re-order them by selecting a data item in the list on the right and clicking on the **Up** and **Down** arrows to move that data item up and down the list

Once you are satisfied with your choice click on '**OK**'. If you have any report windows open, they will be automatically updated.

SELECTING THE REPORT STYLE

The **Sort** menu is used for designing the report



The '**Sort Column**' drop down list box lets you define the column you want your report sorted on. You can choose any of the columns, including the totals column, and you can also choose all columns. If you choose '**Total**', and your report is a **tab report**, it will sort the rows by the total column. If you choose '**Total**' and your report is a **rank report**, instead of the columns appearing next to each other in the report, they will appear separately. I.e. all the rows will be shown for the first column and all the rows will be shown for the second column underneath, etc.

The bottom half of the dialog box lets you define how your report will be sorted. You can define the data item on which you wish to sort by choosing it from the '**Sort Item**' drop down list box.

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If you choose '**None**' your report will not be sorted, and the rows will appear in the order in which they appear in the editor grid.

The '**Sort At Row**' box option lets you leave the first few rows unsorted. This may be useful if you are a media owner and you wish to compare the performance of your station with the others. You can put yours on the top and it will remain there regardless of the order in which the other stations are sorted. Type the row number of the first row to be sorted in the '**Sort At Row**' box.

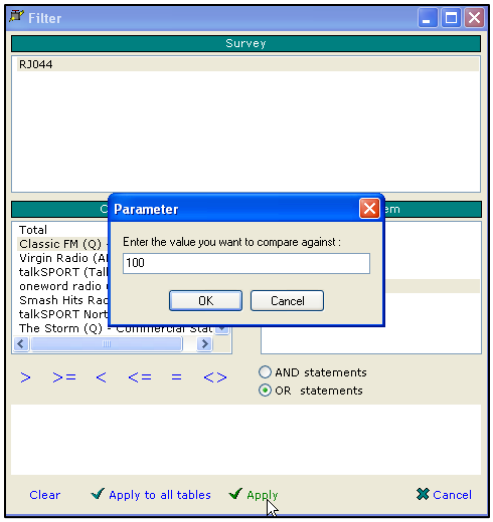
The Ascending and Descending buttons let you decide the sort order.

Filtering data in a report

Sorting

You can filter the report so that you only see figures that are below or above a certain figure.

To filter the report to only show Index figures over 100 and to hide information that does not, click on **Filter** in the green bar at the top, then under '**Column**', click on the item, then under '**Data Item**', click on '**Index**', then click on >= then type 100 into the Parameter box and click on '**Apply**'. If you want to get these results for the run click on '**Apply to all tables**'.



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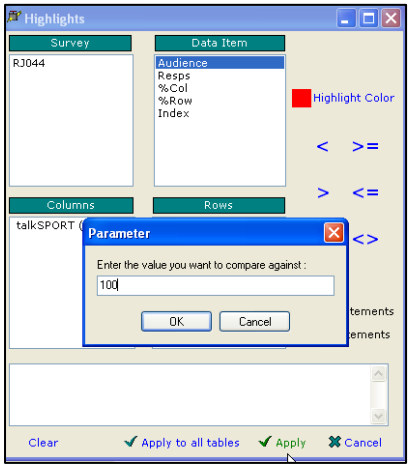
Highlight rows in a report

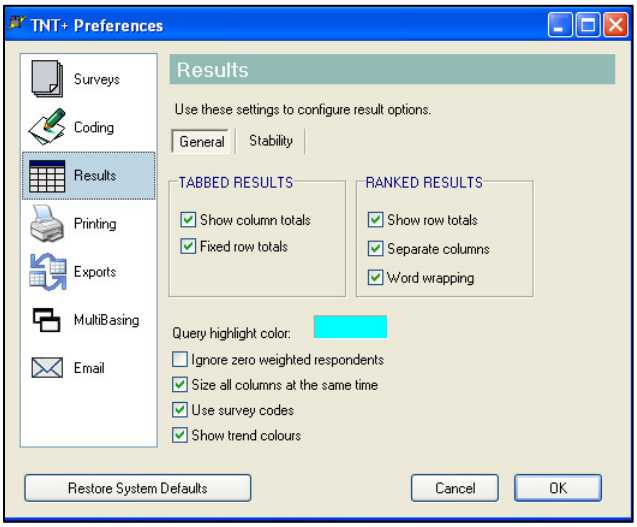
You can highlight rows in the report that meet certain criteria so these are highlighted.

To highlight rows that show **Index figures over 100**, click on **Highlight** in the green bar at the top, then under '**Column**', click on the item you want to show, then under '**Data Item**', click on '**Index**', then click on **>=** then type 100 into the Parameter box and click on '**Apply**'.



OTHER REPORT OPTIONS

There are other report options you can specify if you select the '**Edit**' menu and choose '**Preferences**'. Select '**Results**'. It lets you specify various options that affect the way your report looks



Tabbed Results

Show column totals – Displays the column totals
Fixed row totals – Displays the row totals

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Ranked Results

Show row totals – Displays the row totals
Separate columns - Displays beneath down the screen instead of across the top.
Word wrapping - The titles can be read as they are displayed beneath rather then across.

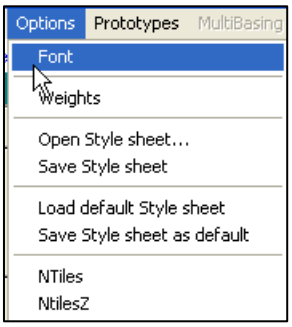
Row numbers - Turn this option on if you want the rows in your report to be numbered

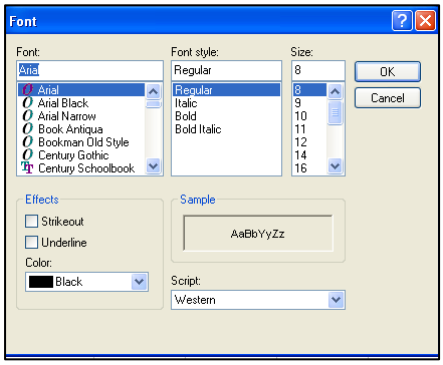
Audit Report - If this is turned on, the Audit Report option in the print dialog box will automatically be checked. This means that printing the audit report will be the default. If it is not turned on the audit report will not be printed by default

Stability Flagging - If this option is turned on stability flagging will be enabled. Using stability will display single and double asterisks for various degrees of data stability as recommended by data suppliers

CHANGING FONTS

To change the fonts, click on the **Options menu** and **Fonts:**





CHANGING REPORT DIMENSIONS

Once you have tabbed the run, you can change the width or height of the rows or columns as you like – position the cursor to the black line between the column or row headings (a double headed arrow will appear) – click and drag the line to the required position. Changing the dimensions of any one row or column will change those dimensions for all rows or columns.

STYLE SHEETS

Once you have modified the presentation of your report to suit your needs you can then save that format as a style sheet. This enables the user to display the data in any report in a given format without changing the display settings saved on file.

Once you have selected all the required report options, select '**Save Style Sheet**' from the '**Options**' menu. Enter a file name in the '**Save Style Sheet as**' box and click on '**OK**'.

To apply this style of presentation to a report, select '**Open Style Sheet**' from the '**Options**' menu, select the style sheet file you need and click on '**OK**'. The program will then return you to

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the Editor grid. Click on **Tab** again to run the report. Style sheets can be selected before or after coding.

If you have a preferred style of presentation you can set this as your default style sheet by selecting '**Save Style Sheet as Default**' from the '**Options**' menu.

This style sheet will then automatically be adopted when you enter TNT+. If you have selected an alternative and want to return to the default without exiting TNT+, select **Open Default Style Sheet** from the **Options** menu.

SAVE OWN CODES

Once you have coded your tables, columns and rows you can save any or all of these parts in an Own Codes file for use again later. This enables the user to quickly make new runs using pre-coded parts of old runs. For example, if you have coded in your rows some very commonly used demographic groups which you will need to use again in the future, with the same survey, saving them as Own Codes allows you to input them again as precoded product files from the code menu.

When your coding is complete select '**Save Own Codes**' from the '**Codes**' menu. In the '**Save Own Codes**' window tick the part(s) of the run, which you want to save as Own Codes (Table, Columns or Rows) and enter a code description. Click on OK and then enter a file name. Your codes will appear under this title. To open your Own Codes file, exit Crosstab first and re-enter selecting the same survey. Enter the codes menu and double click on '**Own Codes**'. The name of your file will appear underneath. Double click on this and then select your codes as normal.

PRINTING AND PRINT PREVIEW

Preview

Print preview can help you design your report, by showing what it will actually look like when printed. It is useful with such things as getting the optimum column widths. Click on the '**File**' **menu** and on '**Print Preview**'.

Printing

To print your report, click on the '**File**' **menu** and on '**Print**'. If you also need to print a copy of your codes click on the '**Audit Report**' box in the Print window so that a cross appears.

If you want to print out only your codes and code descriptions click on 'Print Audit Report' **from the** 'File' **menu.**

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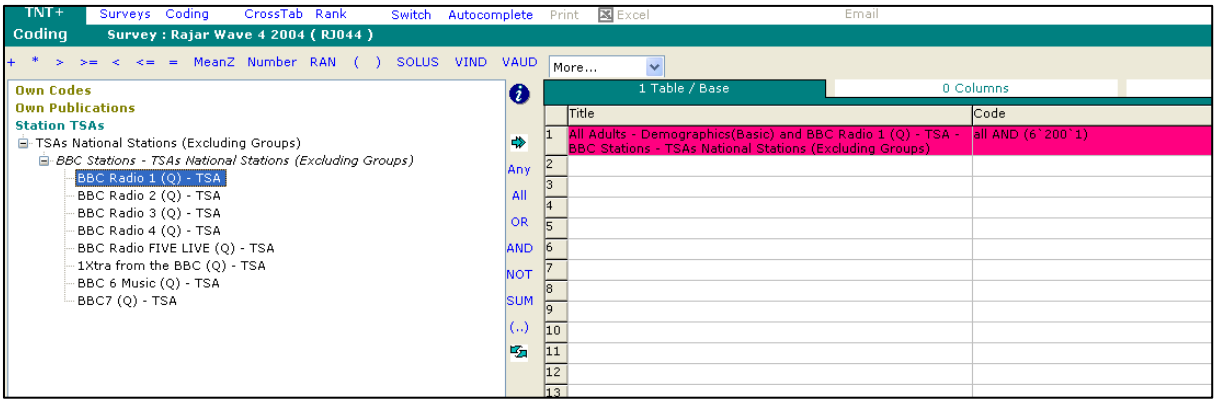
TSA'S

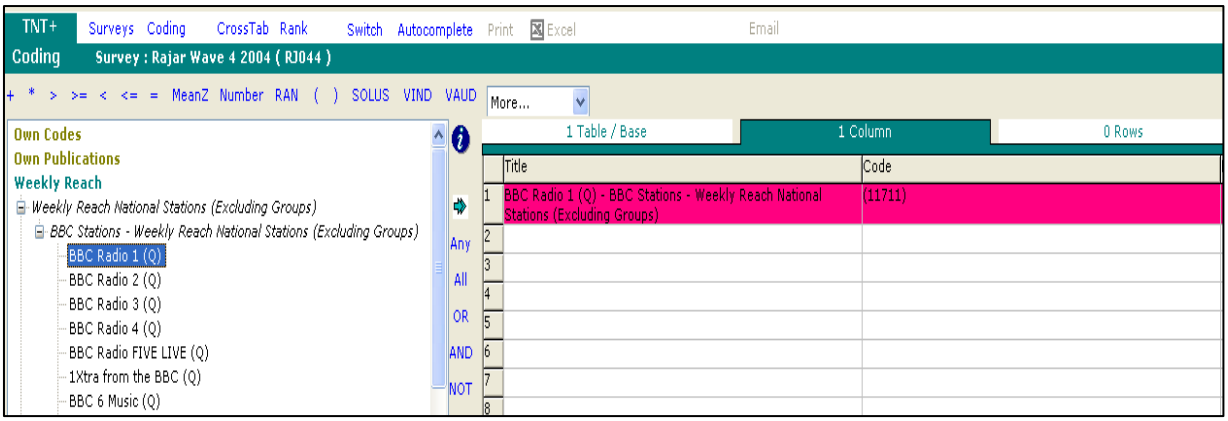
How and when do I use Total Survey Areas (TSAs) in Crosstab?

A TSA is a station's Total Survey Area – the official area in which a station can be heard. They are used for filtering information – such as a tool for finding out the weekly reach of a regional station.

If the weekly reach of a regional station differs on 'TNT+' from the information printed in the hard copy, then it is normally rectified by filtering the Station's reach through it's own TSA.

To do this you would combine 'All Adults' and the 'TSA' of the station in your 'Table' base. In the 'Columns' you would put the 'Weekly Reach' of the station.


TNT+
Surveys Coding CrossTab Rank Switch Autocomplete Print Excel Email
Coding
Survey : Rajar Wave 4 2004 (RJ044)
+ * > >= < <= = MeanZ Number RAN ( ) SOLUS VIND VAUD
More...
Own Codes
Own Publications
Station TSAs
TSAs National Stations (Excluding Groups)
BBC Stations - TSAs National Stations (Excluding Groups)
BBC Radio 1 (Q) - TSA
BBC Radio 2 (Q) - TSA
BBC Radio 3 (Q) - TSA
BBC Radio 4 (Q) - TSA
BBC Radio FIVE LIVE (Q) - TSA
1Xtra from the BBC (Q) - TSA
BBC 6 Music (Q) - TSA
BBC7 (Q) - TSA
Any
All
OR
AND
NOT
SUM
(..)
1 Table / Base
0 Columns
Title
Code
1 All Adults - Demographics(Basic) and BBC Radio 1 (Q) - TSA - BBC Stations - TSAs National Stations (Excluding Groups)
all AND (6`200`1)



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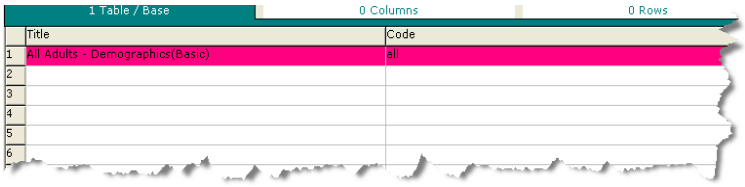
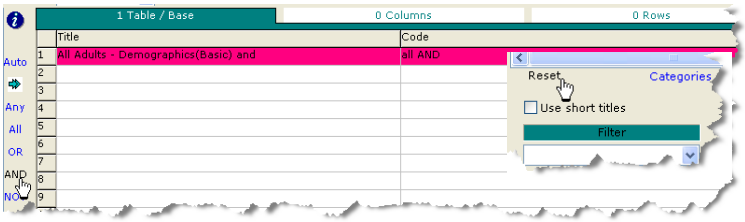
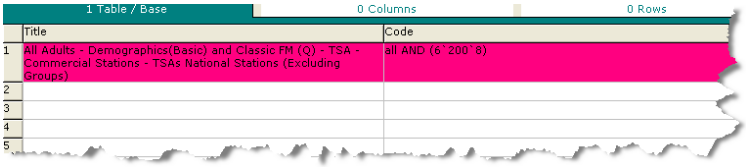
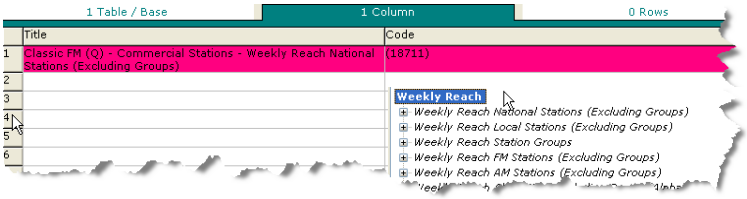
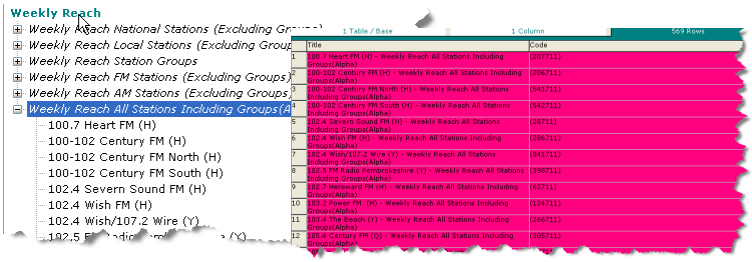
How do I code up station duplication i.e. Classic listeners listening to other stations?

Step 1 In Tables double click on Demographic, then on All Adults.	
Step 2 Click on the And button, then click on the Reset button to get back to the original screen.	
Step 3 Double click on + Station TSA'S. In the Search box type in the word Classic. Click on Go.	
Step 4 Double click on Classic FM or use the arrow to take the coding across, then click on Reset to get back to the original screen.	
Step 5 In Columns double click on Weekly Reach to open up the category. The search box already has Classic in there, so just click on Go. Double click on Classic FM.Click on Reset to get back to the original screen.	
Step 6 In Rows double click on Weekly Reach to open up the category, then double click on Weekly Reach All Stations to open up the category. Use the to separate the stations.	

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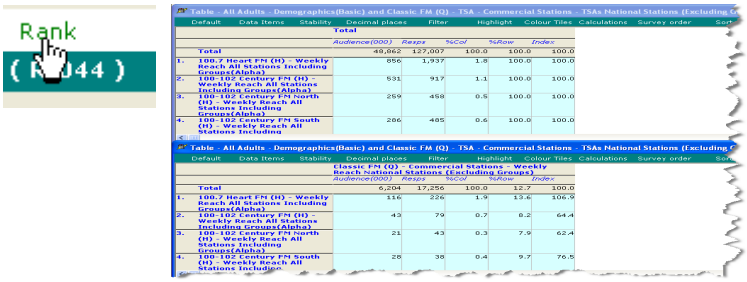
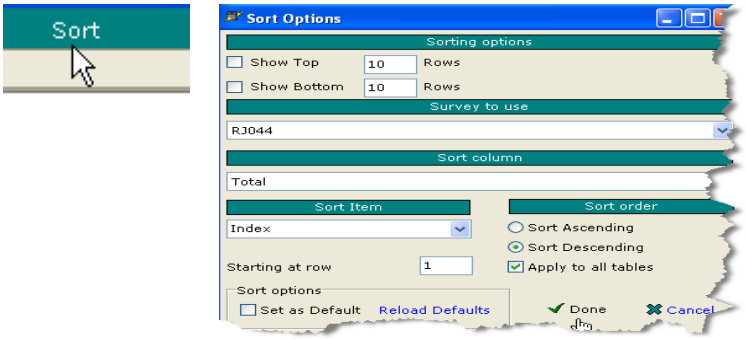
How do I code up station duplication i.e. Classic listeners listening to other stations cont…?

Step 7 Select Options and then Weights from the menu. Choose the latest 3 month weight. Click on OK.	
Step 8 To Rank your report, click on the Rank option to view the results.	
Step 9 To sort by Index, click on the Sort option. If you want to sort all of the report put a tick in the box next to Apply to all tables and click on Done. If you want to sort just one of the columns, click on the sort option next to the column you want to view. You can sort Ascending or sort Descending. Make sure the tick next to Apply all tables has been taken off.	

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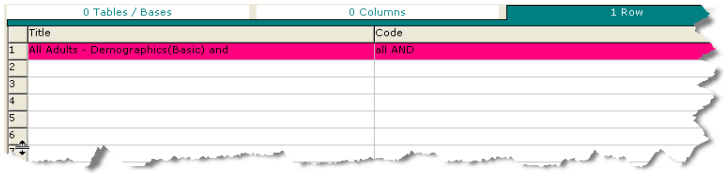
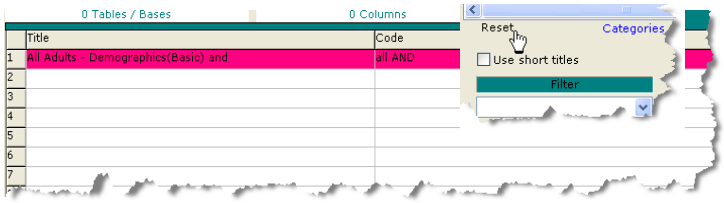
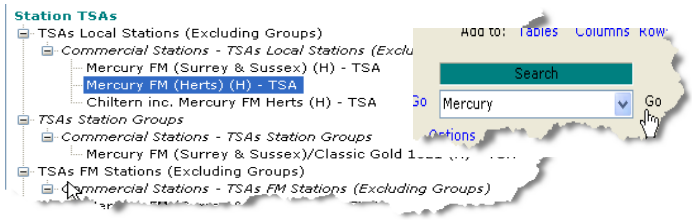
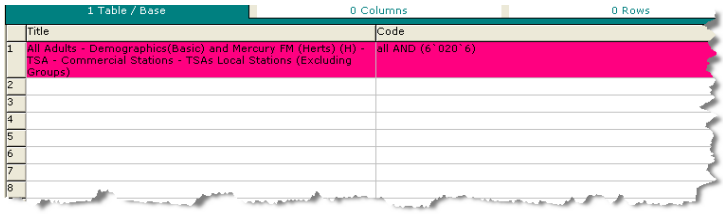
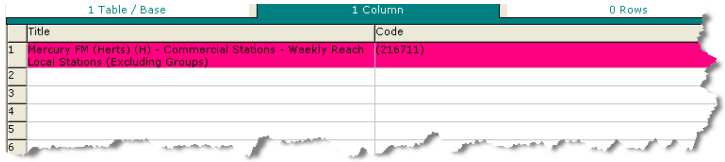
How do I code up the Demographic Profile of a station i.e. age, class and sex breakdown of Mercury FM (Herts.) listeners?

Step 1 In Tables double click on Demographics, then on All Adults.	
Step 2 Click on the And button, then click on the Reset button to get back to the original screen.	
Step 3 Double click on + Station TSA'S. In the Search box type in the word Mercury. Click on Go.	
Step 4 Double click on Mercury FM or use the arrow to take across the coding. Click on the Reset button.	
Step 5 Double click on Weekly Reach. In the Search box; use the arrow to select Mercury and click on Go.	
Step 6 In Columns double click on Mercury FM. Click on Reset to get back to the original screen.	

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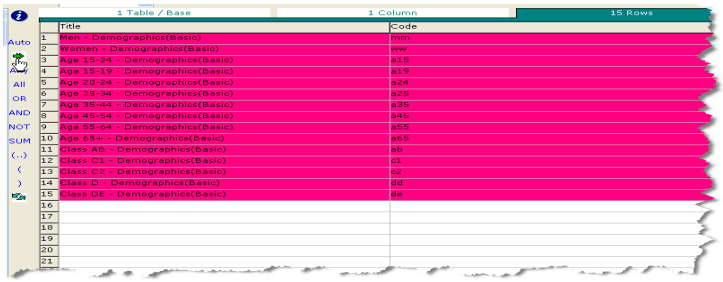
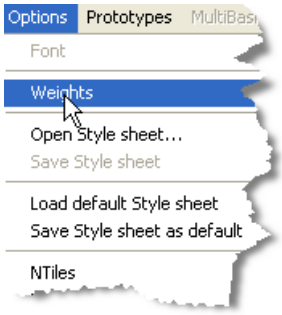
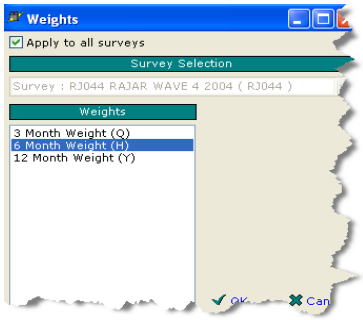
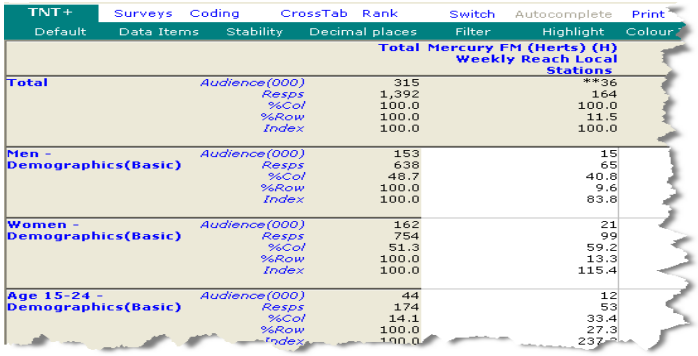
How do I code up the Demographic Profile of a station i.e. age, class and sex breakdown of Mercury FM (Herts.) listeners Cont…?

Step 7 In Rows double click on the Demographics category. Highlight the Age, Class and Social Grades. Use the arrow to take across the codes separately.	
Step 8 From the Options menu, select the latest 6 month weight and click on Ok.	 
Step 9 Click on Crosstab or Run to view the results. .	

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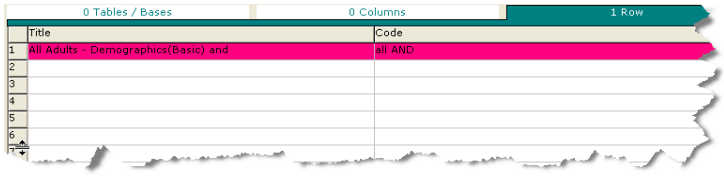
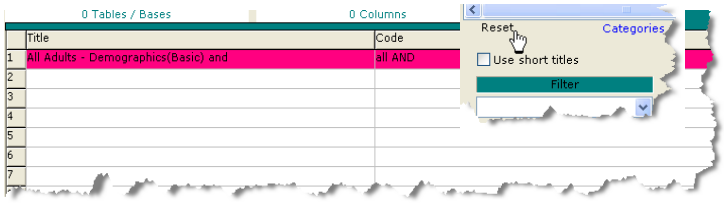
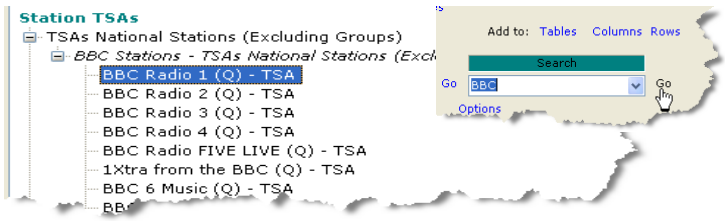
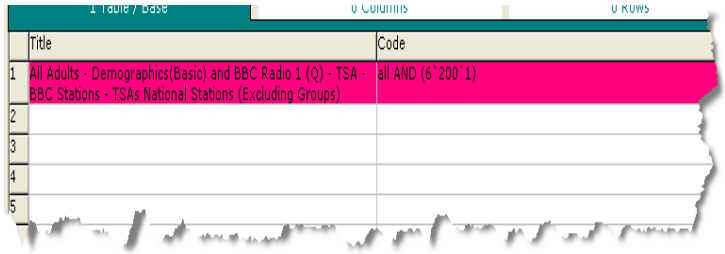
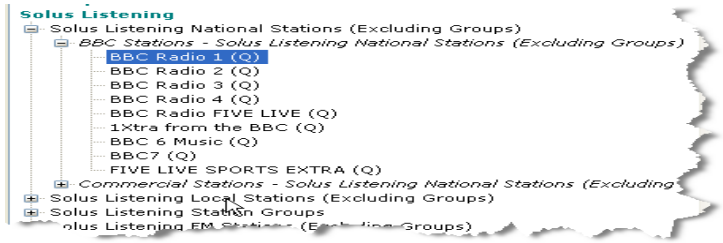
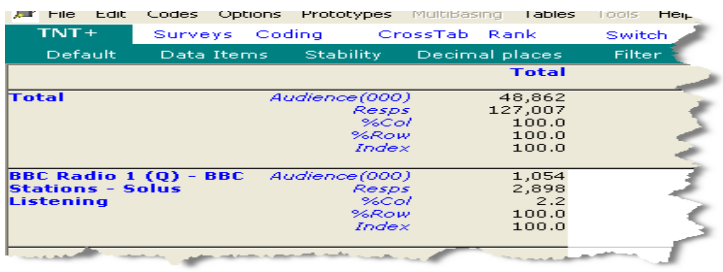
How do I code up the Solus listeners of a station i.e. people who listen to Radio 1 and do not listen to any other station?

Step 1 In Tables double click on Demographics, then on All Adults.	
Step 2 Click on the And button, then click on the Reset button to get back to the original screen.	
Step 3 Double click on + Station TSA'S. In the Search box type in the word BBC 1. Click on Go.	
Step 4 Double click on BBC1 or use the arrow to take across the coding. Click on the Reset button.	
Step 5 Skip Columns and go to rows. Double click on Solus Listening. Now select the station you wish to code solus listening for i.e. BBC Radio 1.	
Step 6 Click on Crosstab or Run. You will see 1,054,000 People listen to Radio 1 and no other station. That's 2.2% of the population.	

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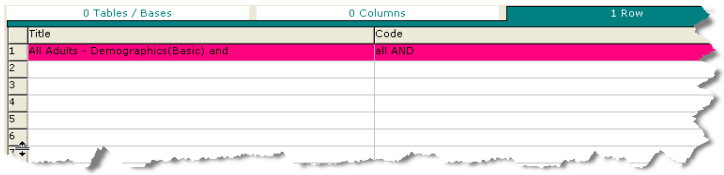
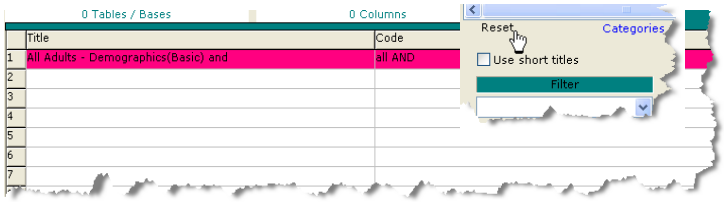
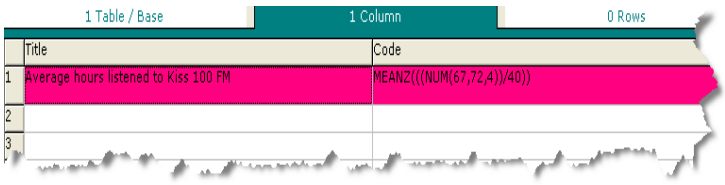
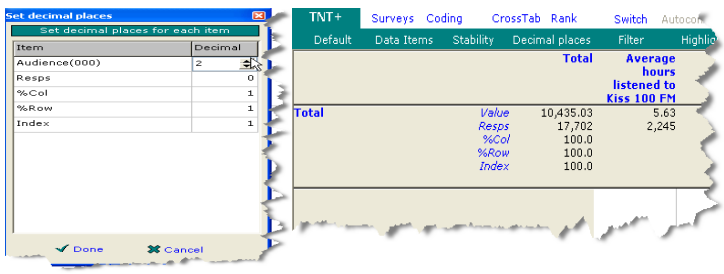
How do I code up the average number of hours spent listening to a station i.e. How many hours does the average KISS listener tune into the station.

Step 1 In Tables double click on Demographics, then on All Adults.	
Step 2 Click on the And button, then click on the Reset button to get back to the original screen.	
Step 3 Double click on + Station TSA'S. In the Search box type in the word Kiss 100. Click on Go. Click on Reset to get back to the original screen.	
Step 4 Double click on the Weekly Hours category. Search for Kiss 100. Highlight Kiss 100 and Click on the Meanz option.	
Step 5 This will automatically put in the codes in the Columns.	
Step 6 Crosstab the run. To view your results in 2 decimal places, click on Decimal Places from the menu and in the decimal box use the up arrow to put in number 2. Click on Done when finished. Choose the latest 3 month Weight. The results should show that on average the Kiss 100 FM listener spends 5.63 hrs a week tuned into the station.	

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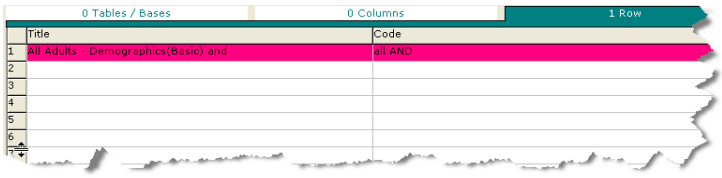
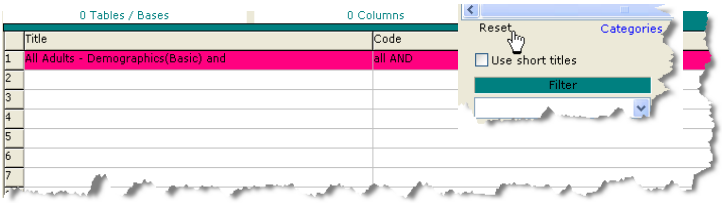
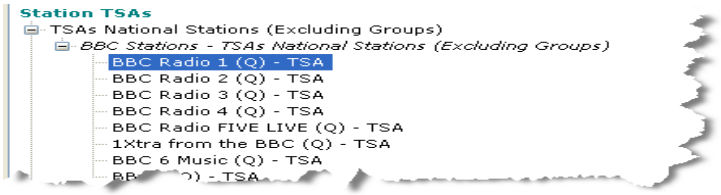
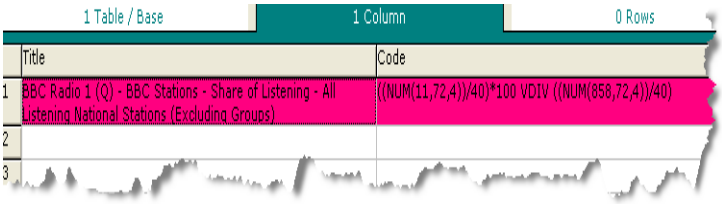
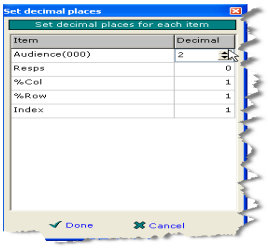
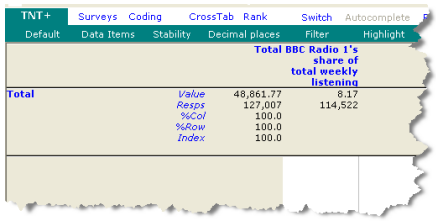
How do I code up a station's share of listening i.e BBC RADIO 1's share of total weekly listening.

Step 1 In Tables double click on Demographics, then on All Adults.	
Step 2 Click on the And button, then click on the Reset button to get back to the original screen.	
Step 3 Double click on + Station TSA'S. In the Search box type in the word BBC Radio 1. Click on Go. Click on Reset to get back to the original screen as shown previously.	
Step 4 In Columns double click to open up the Share of Listening-All listening category. In the search box select BBC Radio 1 and click on Go.	
Step 5 Double click on BBC Radio 1 or use the arrow to take across the coding.	
Step 6 Crosstab the run. To view your results in 2 decimal places, click on Decimal Places from the menu and in the decimal box use the up arrow to put in number 2. Click on Done when finished. Choose the latest 3 month Weight. The results should show that BBC Radio 1's share of all radio 1's share of all listening hours is 8.17%	 

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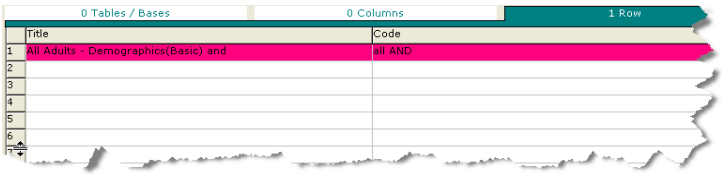
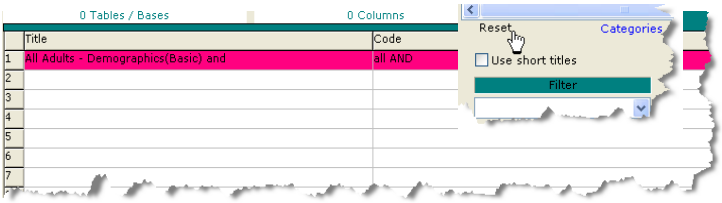
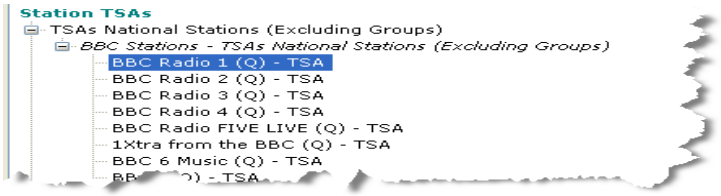
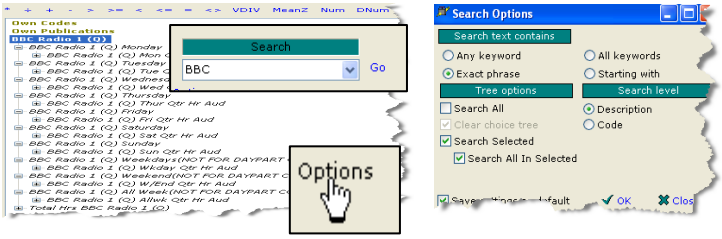
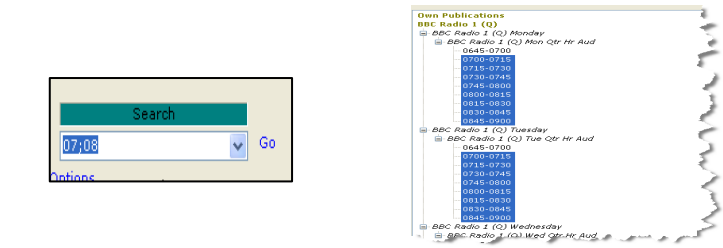
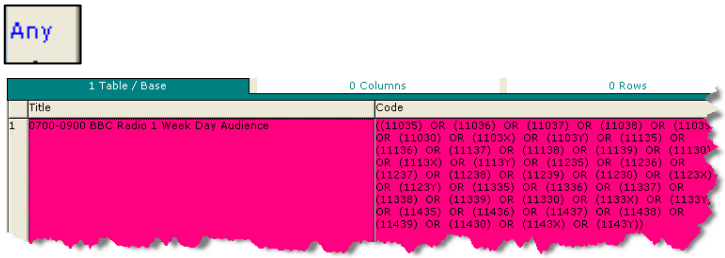
How do I code up Weekly Reach within a Daypart i.e How many people listen to the Breakfast show on R1 during the week.

Step 1 In Tables double click on Demographics, then on All Adults.	
Step 2 Click on the And button, then click on the Reset button to get back to the original screen.	
Step 3 Double click on + Station TSA'S. In the Search box type in the word BBC Radio 1. Click on Go. Click on Reset to get back to the original screen as shown previously.	
Step 4 In Columns click on BBC Radio 1 then in the Search box make sure BBC is showing. Click on Options and the Search Options will appear. The default is Exact phrase, Search Selected and Search All in Selected. Click on the OK button.	
Step 5 In the Search box type in 07;08 then click on Go. Highlight 0700 to 0900 from Monday to Friday using your Ctrl key between days.	
Step 6 Click on the Any button to put or's between the codes.To change the title. In the title box type in: 0700-0900 BBC Radio 1 Week Day Audience.	

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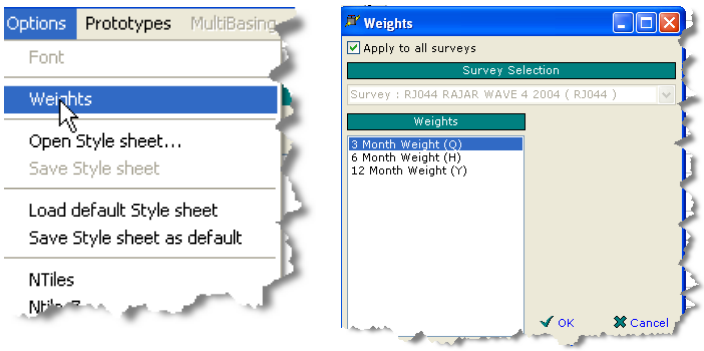
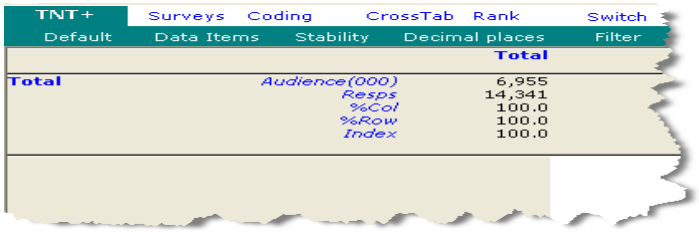
How do I code up Weekly Reach within a Daypart i.e How many people listen to the Breakfast show on R1 during the week Cont…?

Step 7 Click on Options Weight and choose the latest 3 month weight. Click OK.	
Step 8 Leave the Rows blank. Click the Crosstab button or click on Run. The results show that BBC R1's audience for the breakfast show is 6.95 million people.	

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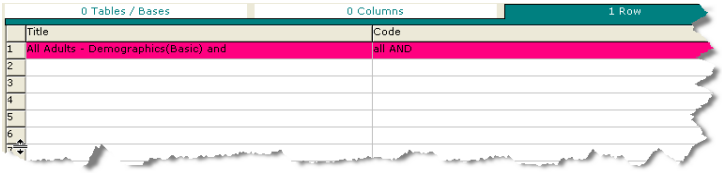
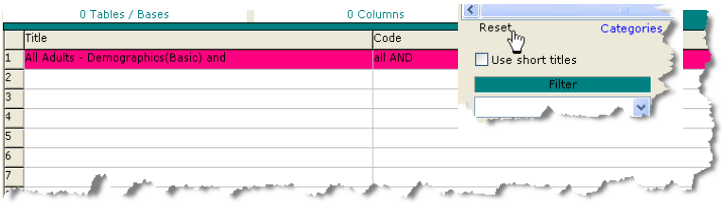
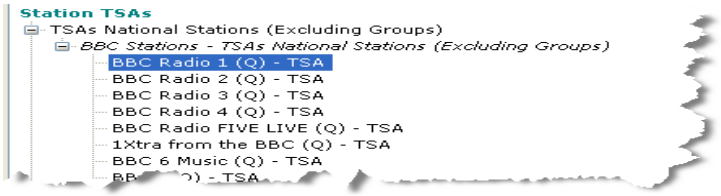
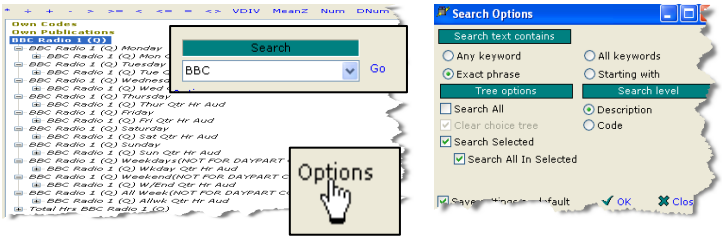
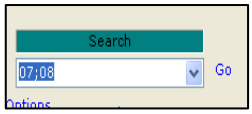
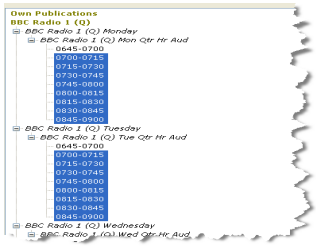
How do I code the average hours spent listening to a radio show i.e. average hours spent listening to the Breakfast Show on R1 in a week?

Step 1 In Tables double click on Demographics, then on All Adults.	
Step 2 Click on the And button, then click on the Reset button to get back to the original screen.	
Step 3 Double click on + Station TSA'S. In the Search box type in the word BBC Radio 1. Click on Go. Click on Reset to get back to the original screen as shown previously.	
Step 4 In Columns click on BBC Radio 1 then in the Search box make sure BBC is showing. Click on Options and the Search Options will appear. The default is Exact phrase, Search Selected and Search All in Selected. Click on the OK button.	
Step 5 In the Search box type in 07;08 then click on Go. Highlight 0700 to 0900 from Monday to Friday using your Ctrl key between days.	 

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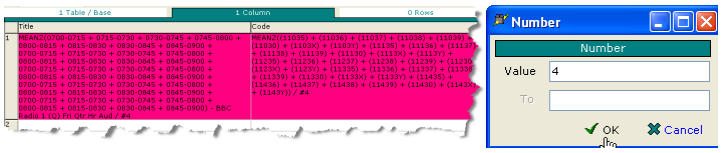
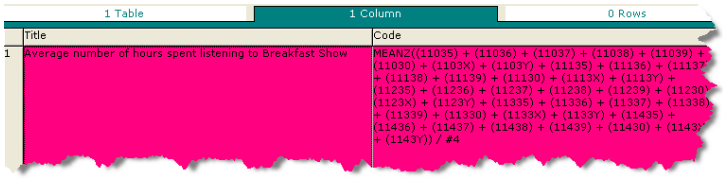
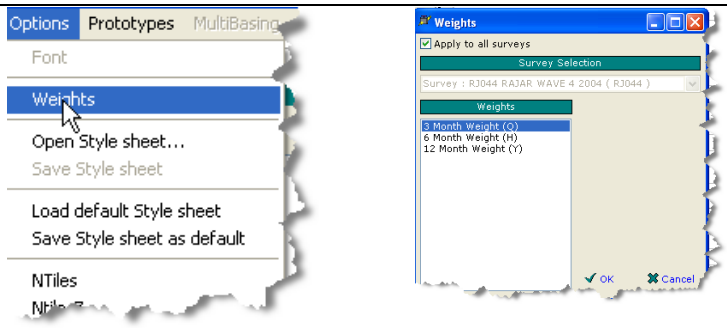
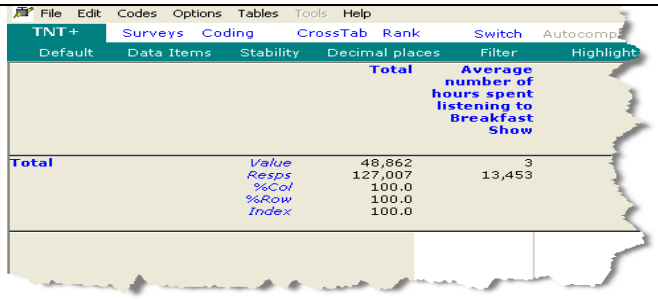
How do I code the average hours spent listening to a radio show i.e. average hours spent listening to the Breakfast Show on R1 in a week Cont…?

Step 6 Click on the MeanZ and at the end of the coding click on the + Click on Number and enter the value of 4. Click on OK. PS: Always divide by 4 to get the hourly results. Dividing by 2 gives you the half hourly results	
Step 7 In the Title box to change the title click in the box and type in Average number of hours spent listening to Breakfast Show.	
Step 8 Click on Options Weight and choose the latest 3 month weight. Click OK.	
Step 11 To view your results click on Crosstab or Run. This will show you the Radio 1 listeners listen to the Breakfast Show on average 3 hours a week.	

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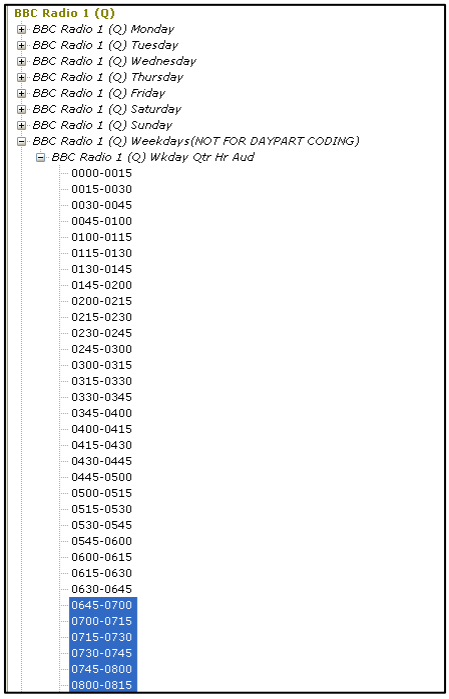
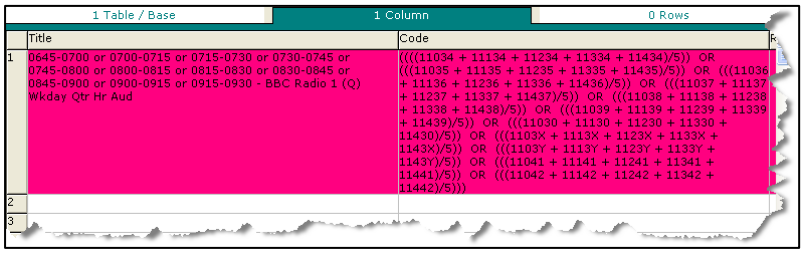
COMMONLY ASKED QUESTIONS

Why can't I use weekday coding for creating dayparts?

There is a section called 'Series Coding' shown for example as the highlighted section below:





The codes are made using an average of Monday – Friday quarter hours. Combining these codes would produce inaccurate results.

These categories are only to be used when looking at individual ¼ hrs and tracking listening patterns across a day. They are not to be used with 'and', 'or', '+' buttons.

How do I get individuals age 4+ in the survey?

The rajar survey records listening for those aged 4 or over. To code 'all respondents' combine males (4+) with females (4+). Adults are defined as those age 15+, so you would highlight the 'Station TSA' and 'All Adults' in your 'Table' base to make sure that your results correspond with the results in the hard copy.

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